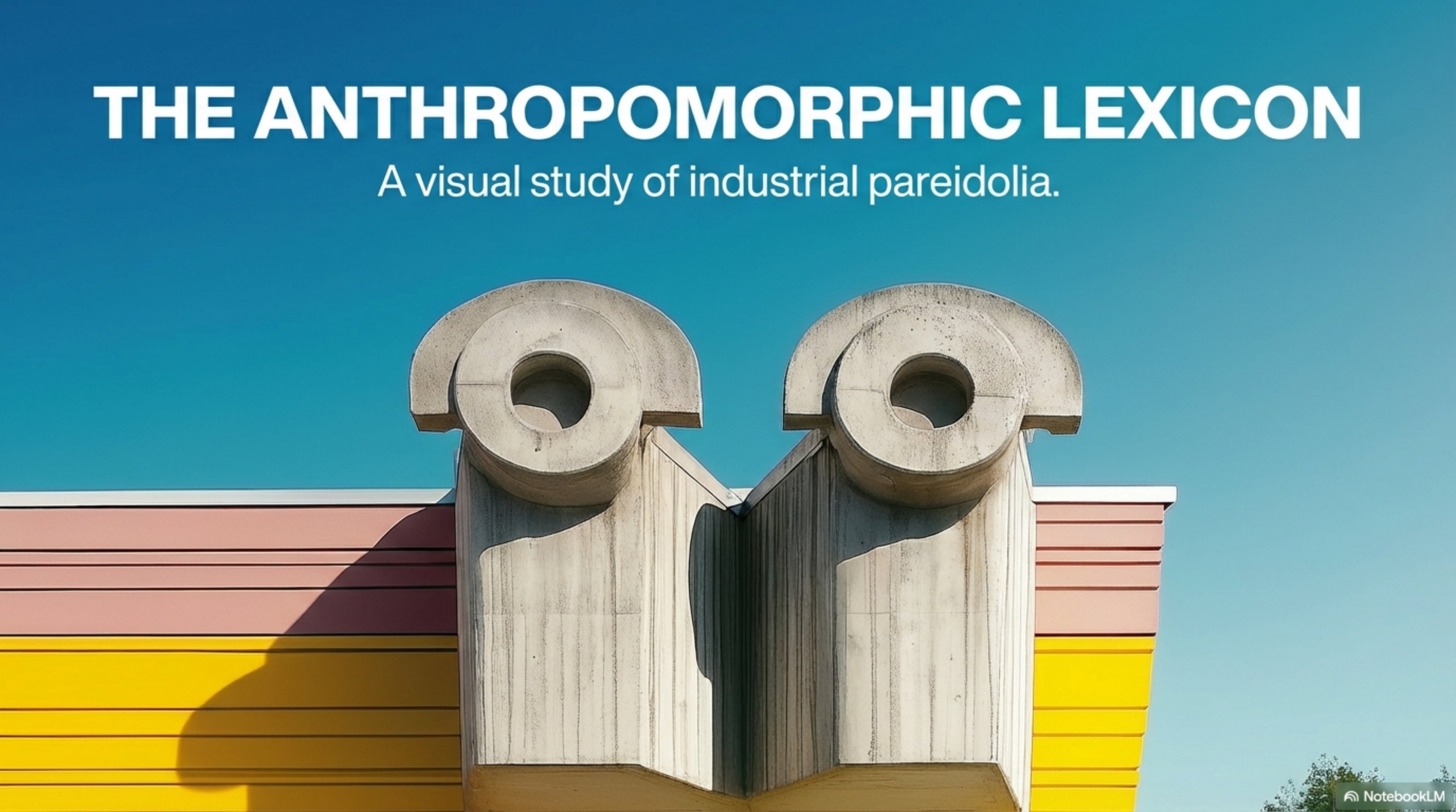
THE ANTHROPOMORPHIC LEXICON

A visual study of industrial pareidolia.



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PAREIDOLIA [par-i-doh-lee-a]

noun. The tendency to perceive a specific, often meaningful image in a random or ambiguous visual pattern.

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OCULUS [ok-yuh-luhs]
noun. A circular opening in the center of a dome or in a wall.

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BINOCULAR [buh-nok-yuh-ler]

adjective. Adapted for or using both eyes.

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VOLUTE [vuh-loot]

noun. A spiral, scroll-like ornament that forms the basis of the Ionic order.

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CONDUIT [kon-doo-it]

noun. A channel or tube for conveying water, fluid, or cables.

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CANTILEVER [kan-tl-ee-ver]
noun. A long projecting beam or girder fixed at only one end, used chiefly in bridge construction.
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PILOTIS [pi-lo-teez]

noun. Supports such as columns, pillars, or stilts that lift a building above ground or water.

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VENTILATION [ven-tl-a-shun]

noun. The provision of fresh air to a room, building, or similar space.

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PERISCOPE [per-uh-skohp]

noun. An apparatus consisting of a tube and mirrors, by which an observer in a trench or submarine may see things that are otherwise out of sight.

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MONOLITH [mon-uh-lith]
noun. A large single upright block of stone, especially one shaped into or serving as a pillar or monument.
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AMPLIFICATION [am-pluh-fi-kay-shun]

noun. The process of increasing the volume of sound or the strength of a signal.

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BIFURCATION [bahy-fer-kay-shuhn]
noun. The division of something into two branches or parts.

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CLADDING [klad-ing]

noun. A covering or coating on a structure or material.

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FORM FOLLOWS FICTION

A lexicon of imaginary industry.

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